

PERIODICAL

HELP TO WIN A BILLION DOLLAR MARKET

# AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLIX No. 1

JANUARY 1, 1929

Per Copy 20c

## PAINESVILLE NURSERIES

**T**HE NEW YEAR starts. To all our friends in the trade, we hope it may bring Busy-ness, Prosperity and Happiness.

We are well set for Spring—our offerings exceptionally complete. From time to time we shall display certain specific items of stock, which are prominent or in special supply. We want you to take for granted, however, our accustomed complete line and quantity production in every department.

<b>TREES</b>	<b>SHRUBS</b>
<b>ROSES</b>	<b>PERENNIALS</b>
<b>FRUITS</b>	<b>PLANTS</b>
	<b>SEEDS</b>

Just now we are booking heavy advance orders by special quotation. It will be distinctly to your advantage to cover early, profiting by these early special prices. We solicit your Want Lists, engaging prompt reply and interesting figures.



### Watch this Bulletin FOR SPECIAL FEATURES JAN. 1, 1929

STANDARD APPLES  
STANDARD PEARS  
DWARF PEARS  
PEACHES  
APRICOTS (ON PLUM)  
PLUMS  
GRAPES  
GOLDEN QUEEN RASPBERRIES  
AILANTHUS GLANDULOSA (ALL GRADES)  
BOX ELDER—6/8, 8/10, 10/12  
CANOE BIRCH—6/8, 8/10  
CATALPA BUNGEI—2 Year  
CHERRY SIEBOLDI—3/4, 4/5, 5/6  
BECHTEL'S CRAB—3/4, 4/5  
SCOTCH ELM—8/9, 10/12  
EUONYMUS EUROPAEUS—3/4, 4/5  
ENGLISH FILBERT—2/3, 3/4, 4/5  
HORSECHESTNUT—4/5, 5/6  
NORWAY MAPLE—6/8, 8/10, 1 1/4"  
SILVER MAPLE—6/8, 8/10, 10/12, 1 1/2"  
PRUNUS OTHELLO, AND PISSARDI—4/5, 5/6  
STANDARD ROSE ACACIA—3/4, 4/5  
PYRACANTHA LALANDI—18/24, 24/30, 30/36  
EUROPEAN SYCAMORE—8/10, 10/12  
JAPAN WALNUT—3/4, 4/5, 5/6  
WEEPING WILLOW—8/10, 10/12

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO

39 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.

*"New York  
State Grown"*



**NURSERY STOCK**  
FRUITS  
ORNAMENTALS  
ROSES  
EVERGREENS

Send for  
Price List

**W. & T. Smith Co.**  
Geneva, N.Y.  
Organized in 1846  
1000 Acres  
in 1928

We've Just Discovered-----

That We Have a Surplus of  
**Rosa Multiflora Japonica**

6-8 MM, Also Smaller Sizes

*Quick Action if You Wish This Stock*

We also have in Surplus Conn. Valley Grown  
FRENCH CRAB APPLE, Seedlings  
AMPELOPSIS VEITCHII, 1 yr. Seedlings  
HONEYSUCKLE HALLS, 1 yr. Transplants  
NORWAY SPRUCE, 2 yr. Seedlings and 4 yr. Trans.  
LILAC PURPLE, 1 & 2 yr. Seedlings and 2 yr. Trans.  
IBOTA PRIVET, 1 yr. Seedlings

OUR TRADE LIST JUST MAILED  
HAVE YOU RECEIVED YOUR COPY

**C. E. WILSON & CO. Inc.**  
MANCHESTER, CONN.

**Best Tree Digger on Earth**



Write for Descriptive Circular and Prices

**Stark Brothers**  
NURSERIES AND ORCHARDS COMPANY  
Louisiana, Missouri



**PEAT MOSS**  
*The Big Bale!*  
19-20 Bushels Granulated Peat Moss  
ATKINS & DURBROW, Inc. Always Specify  
29-A Burling Slip, New York, N. Y.

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MONROE  
NURSERY**  
ESTABLISHED 1847

**PEONIES**

Red — White — Pink

Priced right for quantities.  
Also box lots in assorted colors.

**I. E. ILGENFRITZ' SONS CO.**  
Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows



## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

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COMPLETE assortment of lining out sizes. Also larger grades for Landscaping. Send for our wholesale catalog. Also descriptive booklet in colors.

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Evergreen Specialists  
Largest Growers in America  
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Headquarters for

**LINING OUT STOCK**

Large Assortment

**WELL GROWN—NONE BETTER**

See Our Lists Before Buying

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**NEW PRICE LIST**

of  
HEMLOCK  
ARBOR VITAE  
NORWAY SPRUCE  
SCOTCH PINE  
BALSAM  
CANOE BIRCH  
SUGAR MAPLE  
and other Evergreens, Shade Trees,  
Shrubs, Ferns, and Perennials.

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PUTNEY, VERMONT

**WE HAVE THEM**  
**You May Want Some**  
Norway, Sycamore and Silver  
Maples; Pin, Red, Mossy Cup,  
Catesbaei and Willow Oaks.  
Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spireas, etc.  
Our Trade List is ready.  
Get next to one.

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BERLIN, MARYLAND

★  
**ROSES**

Shrubs Cannas  
Lining-out Evergreens

Send for Trade-List

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Established Nurserymen since 1897

**Franklin Forestry Co.**

Nurseries at

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**CONTRACT FOREST PLANTING**

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**MILLIONS OF THEM**  
Seedlings—Transplants—Cuttings  
Grown under glass  
Also Apple Trees, Shade Trees,  
Hedgeplants, Shrubs, Vines, Peony.  
Send for our latest Bulletin  
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The largest growers of Evergreens  
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**Broad Leaf Evergreens**  
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**VINES and CLIMBERS**

We produce the greatest variety of  
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ROSES in America. Ask for our  
wholesale price lists.

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Unusually bushy, recently transplanted heavy  
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Quality	Height	Each	10	100
3 times trans. B&B, 3 to 4 ft.		\$3.50	\$30.00	\$250.00
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3 times trans. B&B, 18 to 24 in.		2.00	15.00	125.00
Quality	Height	10	100	1000
twice trans. 2 to 3 ft.		\$12.00	\$110.00	\$1,000.00
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American Fruit Tree Seedlings that  
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We offer for next spring's delivery:

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Ulmus Parvifolia, R. Multiflora Jap.

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For

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These evergreens were transplanted  
spring of 1927 and have nice bushy tops  
and good roots.

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# DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

**American Association of Nurserymen**—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

**Alabama Nurserymen's Association**—Dr. F. T. Nye, Secy., Irvington.

**Arkansas Nurserymen's Ass'n.**—J. E. Britt, Secy., Bentonville.

**California Assn. of Nurserymen**—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal.; Sept. 26-28, 1929, Fresno, Cal.

**Connecticut Nurserymen's Association**—A. E. St. John, Secy., Manchester, Jan. 1929, Hotel Bond, Hartford.

**Eastern Canada Nurserymen's Association**—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

**Eastern Nurserymen's Association**—Fred Worsinger, Sec'y., Tacony, Pa.

**Fruit and Flower Club of Western New York**—J. C. Hoste, Newark, N. Y.

**Illinois Nurserymen's Association**—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

**Iowa Nurserymen's Association**—Harold J. Parnham, secy., Capitol City Nurs., Des Moines.

**Kansas Nurserymen's Association**—James N. Farley, Sec'y., Topeka.

**Kentucky Nurserymen's Association**—Alvin Kidwell, Secy., St. Matthews.

**Massachusetts Nurserymen's Association**—Winthrop H. Thurlow, secy., West Newbury, Jan. 8, 1929, Boston.

**Michigan Association of Nurserymen**—C. A. Krill, secy., Kalamazoo, Feb. 20-21, 1929, Hotel Statler, Detroit.

**Minnesota Nurserymen's Association**—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

**Mississippi Nurserymen's Association**—M. B. Allen, Lilydale, secy.

**Missouri Nurserymen's Association**—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo., Jan. 23, 1929, President Hotel, Kansas City, Mo.

**Nebraska Nurserymen's Association**—Ernst Herminghaus, Secy., Lincoln.

**New England Nurserymen's Association**—W. N. Craig, Sec'y., Weymouth, Mass., Jan. 22-23, 1929, Boston, Mass.

**New Jersey Association of Nurserymen**—John Marselle, secy., Wyckoff, N. J.

**New York Nurserymen's Association**—Charles J. Maloy, secy., Rochester, N. Y., Jan. 9-10, 1929, Seneca Hotel, Rochester, N. Y.

**Northern Retail Nurserymen's Association**—C. H. Andrews, secy., Faribault, Minn.; Jan. 8, 1929, Minneapolis, Minn.

**Ohio Nurserymen's Association**—Royce Pickett, secy., Clyde.

**Oklahoma Nurserymen's Association**—W. E. Rey, sec'y., Oklahoma City, Jan. 16, 1929, Hucksins Hotel, Oklahoma City.

**Pacific Coast Association of Nurserymen**—C. A. Tonnison, Sec'y., Burton, Wash., July 1929, Walla Walla, Wash.

**Pennsylvania Association of Nurserymen**—Floyd S. Platt, secy., Morrisville, Pa.

**Rocky Mountain Nurserymen's Assn.**—Chas. C. Wilmore, Secy., Box 382, Denver.

**Rhode Island Nurserymen's Association**—Daniel A. Clarke, Secy., Fiskeville.

**Rio Grande Valley Nurserymen's Assn.**—H. L. Bonnycastle, secy., Merced, Tex.

**South Dakota Nurserymen's Association**—J. B. Taylor, sec'y., Ipswich.

**Southeastern Nurserymen's Ass'n.**—Otto Buseck, Sec'y., Asheville, N. C.

**Southern Alabama Nurserymen's Ass'n.**—W. H. Pollock, secy., Irvington.

**Southern California Nurserymen's Ass'n.**—A. W. Jannoch, Pasadena, Cal.

**Southern Nurserymen's Association**—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 11-12, 1929, Birmingham, Ala.

**South Texas Nurserymen's Ass'n.**—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

**Southwestern Nurserymen's Association**—Thomas B. Foster, Sec'y., Denton, Tex., Sept. 4-5, 1929, Fort Worth, Tex.

**Tennessee Nurserymen's Association**—Prof. M. G. Bentley, secy., Knoxville, Tenn., Jan. 1929, Knoxville, Tenn.

**Twin City Nurserymen's Association**—H. G. Loftus, Sec'y., St. Paul, Minn.

**Western Association of Nurserymen**—George W. Holsinger, secy., Rosedale, Kan., Jan. 30-31, President Hotel, Kansas City.

**Western Canada Nurserymen's Association**—T. A. Torgeson, Sec'y., Estevan, Sask.

**Wisconsin Nurserymen's Association**—W. G. McKay, Sec'y., Madison.

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**SILVER MAPLE—15,000 Beautiful Trees**

Sizes from 1 inch to 2 1/2 inches.

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Sizes 6 to 8, 8 to 10, and 10 to 12 feet.

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Sizes up to 2 1/2 inches.

**BOLLEANA POPLAR—5,000 Just right.**

Sizes up to 1 1/2 inches.

**LOMBARDY POPLAR—10,000 Well rooted.**

Sizes up to 3 inches.

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Sizes up to 2 1/2 inches.

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We invite your inquiry for other varieties, also for Shrubs, Evergreens, Fruits, Perennials and

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## THE COLE NURSERY CO.

48 Years at

PAINESVILLE, OHIO

## LABELS FOR NURSERYMEN

**THE BENJAMIN CHASE CO.,**  
DERRY, N. H.

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FOR TRADE  
ADVERTISEMENTS

## AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

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## AMERICAN NURSERYMAN --- January 1, 1929

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 25c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## YOU MUST HAVE YOUR ORDER IN FOR EARLY SPRING SHIPMENT

This new Market Development promises to be a great sales-maker.

### *Talk to Us!*

January Bulletin just chock-full of a complete line of general nursery stock that is GRADED and PRICED RIGHT.

Better let us have your list for special quotation.

**C. R. BURR & COMPANY, Inc., MANCHESTER, CONN.**

**GENERAL NURSERYMEN**

*We do not sell at wholesale to retail buyers.*

## Evergreens....

*Good soil, a cold climate, great care in growing, careful digging, and skillful packing make Sherman's Evergreens the best.*

*Evergreens of all sizes for all purposes.*

*Also a general line of nursery stock.*

Write for wholesale list.

**The SHERMAN NURSERY Co.**  
Department C, Charles City, Iowa

*. . The . .*

## Bridgeport Nursery

Established 1875

### *For Spring 1929*

CHERRY—mostly small grades  
APPLE, PEACH, PEAR and PLUM  
CATALPA BUNGEI—2 yr. heads in car load lots  
ELM, SOFT MAPLE, WHITE ASH up to 2½" caliper  
SPIREA VANHOUTTE, 3 yr. heavy, ¾ and 4/5 feet in car lots

General line of  
Shade Trees, Shrubs, Evergreens  
Perennials, Roses, Etc.

**C. M. HOBBS & SONS**  
BRIDGEPORT, INDIANA  
*Largest Nursery in Indiana*



# AMERICAN NURSERYMAN

(Reg. U. S. Pat. Off.)

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. XLIX

ROCHESTER, N. Y., JANUARY 1, 1928

NO. 1

## Minimum Goal Reached and More to Come

National Campaign Fund Already Over \$600,000 for Four-Year Period—Million Dollar Total Eventually Seems Assured—Enthusiasm and Cooperation Wonderful

### APPEAL TO THE FIVE PER CENT TO MAKE IT UNANIMOUS

**O**N December 18 the December issue of the American Nursery Trade Bulletin was mailed into every state in the Union and throughout Canada, carrying in bold-face type the announcement that the minimum goal of \$600,000 subscribed and \$150,000 collected for the first year's operation had been attained.

Herewith is the Christmas Eve message which flashed over the wires on Monday, Dec. 25, from Chairman E. C. Hilborn of the Market Development Committee:

#### Chairman Hilborn's Special Message

To the Trade:

The fund-raising campaign has succeeded.

The minimum goal we had set for ourselves has been safely passed, with many additional thousands sure to come.

The Nursery industry, surpassing the expectation of many, is driving forward with a new energy in its competition with other industries. It is looking toward larger future markets for bigger sales. The fund raising committees in every section are doing their utmost to bring in the scattered members who have not subscribed.

With the fund already over six hundred thousand dollars for a four-year period, it appears that the industry will approach its ambitious goal of \$1,000,000 for market development. A proportionate amount of this fund will be put into national advertising and sufficient amount into tie-up material for the direct use of subscribing Nurserymen.

The enthusiasm and cooperation by Nurserymen during this campaign has been wonderful. In most sections the support has been 100 percent when the territory has been covered. Fully 95 percent of the important Nurserymen of the country will have joined the movement. This is a remarkable record. To the few who have withheld support—the five percent—we now appeal. We do not question that they honestly differ. We appeal to them now to accept the judgment of the great body of their fellow Nurserymen. They cannot help but share in the rewards. Surely they will be happier if they share in the expense. This is the first great unified movement of the industry. We want them in too.

What do you say boys? Let's make it unanimous.

E. C. HILBORN, Chairman Market Development Committee

### Complete Details Just Before the Spring Initiative

Will Be Announced at Annual Convention of Illinois Nurserymen's Association in Chicago January 16-18

**C**OMPLETE details of the National Advertising Campaign, just before it gets underway with full speed, will be ready for announcement and will be unfolded at the annual convention of the Illinois State Nurserymen's Association, Jan. 16, in Chicago.

The Illinois convention, because of its national importance and usual large attendance, will be an excellent place to make the first explanation of the plans made for the campaign, it has been decided.

An important meeting of the executive committee of the American association will immediately precede the convention.

The campaign program will be outlined before the convention by members of the

executive committee, the campaign officials, and representatives of the L. W. Ramsey Company.

C. E. Cary, educational director of the association, is scheduled to talk on "How to Increase Nursery Profits." E. G. Naeckel, the campaign manager, will talk on "Cooperation and Cooperative Campaign." C. C. Parlin will talk on "How to Make Cooperative Advertising Pay."

The details of the campaign will also be outlined at the annual meeting of the Western Association of Nurserymen, Jan. 30, in Kansas City and at the annual meeting of the New York State Nurserymen's Association, Jan. 9-10 in Rochester.

**Jap. Beetle Quarantine to be Extended**—A revised edition of the Japanese beetle quarantine with changes based upon facts brought out in the public hearing of September 24, 1928, will shortly be promulgated, the Secretary of Agriculture announces, to take care of the extension of the Japanese beetle during the last year.

**Plant Patents**—The Canadian government at the request of the Canadian Horticultural Council has provided for granting patents to originators of flowers, fruits, and ornamental plants. It is now possible actually to secure a patent to protect the origination in the same way as an inventor may protect his invention.

#### HOWARD ROSE CO. FIRST To Use National Publicity Campaign Insignia on Nursery Letter Head

The Howard Rose Company of Hemet, Cal., is the first Nursery concern in United States to have the National Nursery Industry's Campaign Insignia on its letterheads.

A week ago, when a new allotment of stationery was being printed for the company, O. W. Howard, its president, stopped the presses until a copy of the insignia could be secured from the campaign headquarters.

In answer to his wire requesting a copy of the insignia, the headquarters immediately had a special copy made and rushed it to his printers. No other Nurserymen in the country has another copy of the insignia to date.

But, every subscriber to the campaign will have a copy shortly. Thousands of electrotpe copies of the insignia have been ordered made by the campaign headquarters and will be distributed this month.

#### NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

Following is the program for the annual meeting of the New York Nurserymen's Association, Jan. 9-10, at Hotel Seneca, Rochester, N. Y.:

Jan. 9—10 A. M.

Last meeting minutes. President's address. Appointment of nominating committees. Report of secretary-treasurer. Reports of legislation, transportation and membership committees.

Jan. 9—2 P. M.

"Some Lessons Learned from New York State Nursery Investigations"—Harold B. Tukey, Chief in Research Horticulture, New York State Experimental Station, Geneva, N. Y.

"Problems in Quarantine Control"—Dr. Thomas J. Headlee, New Jersey State Entomologist, New Brunswick, N. J.

Jan. 10—10:30 A. M.

"National Publicity"—C. E. Cary, Davenport, Ia., Director, Educational Bureau, National Publicity Campaign.

"Some Suggestions for Selling Home Yard Improvement Work," (illustrated with lantern slides)—Prof. J. P. Porter, Cornell University, Ithaca, N. Y.

Luncheon at Seneca Hotel

Right after the close of the morning session, at 12:30 P. M., a luncheon will be served which will take the place of the annual banquet.

Jan. 10—2 P. M.

"The Ifs in Agency Selling"—R. L. Simons, President Stone-Field Corporation, Chicago, Ill.

Discussion of the subject will follow Mr. Simons' address.

# Are Wholesale Distributers Biting the Hand That's Feeding Them—Pertinent Comment and Suggestion in View of Approaching Unusual Activity in Nursery Industry—\$80,000,000 at Retail Last Year!

## RETAIL AGENT THE MOST IMPORTANT SINGLE SELLING FORCE

By W. G. McKay, Committee Chairman, Retail Nurserymen's Association of the United States

There was approximately \$80,000,000 worth of Nursery stock sold at retail in the United States last year. Of this amount 58.2% was sold by retail Nursery agents. The retail Nursery agent, accordingly, may be said to constitute the most important single selling force in the distribution of Nursery stock in this country today.

It has been estimated that there are in the neighborhood of 25,000 retail Nursery agents at work, some selling on a full time and some on a part time basis. If each of these salesmen made an average of just four calls a day throughout the year, it would mean more than one call a year on every home in the United States, owned or rented, by these salesmen who are spending their time and making their living preaching the gospel of more planting, home beautification, and profitable orchards. We think it may fairly be said too, accordingly, that the retail Nursery agent also constitutes the most important single advertising force in the distribution of Nursery stock in the United States today.

With the American Association of Nurserymen engaged at present in directing the raising of a million dollars for the advertising of Nursery stock and proper home beautification, we can all afford to stop and consider what it would mean to the Nursery business in general if the retail Nursery agent were removed from the picture. Think of the added millions that would have to be spent to accomplish the good that has been and is being accomplished by this army of retail salesmen.

Now what is the situation with regard to this important factor in Nursery stock distribution?

The Retail Nurserymen's Association of the United States, at a recent meeting, reported increased difficulty in securing capable men to work as agents. It was said that the field is less attractive today than it has ever been and the statement was made that, according to present indications, the number of retail Nursery agents will be materially reduced within the next few years unless something is done to protect their interests and make the field more attractive for them to enter.

What is the attitude of the wholesale distributor toward the retail agent?

True, it is a fine thing that a large amount of money is being raised through the Market Development Campaign which will be spent in broadcasting the doctrines of home beautification as an important aid to the salesman in carrying on his work, in selling more goods and making more money. Wholesale growers will, no doubt, contribute liberally to this advertising fund.

It seems to us, however, that the wholesale distributor can do an even finer piece of work for the preservation of the retail agent who is so important to the Nursery business generally, by guarding his wholesale trade lists a little more closely. This action by wholesalers should be taken, we believe, for the protection not only of retail salesmen but for the protection of the individual purchasers of Nursery stock, as we shall try to point out below.

If you were to go to a wholesale grocer in your city or any city and try to buy groceries at wholesale prices, you would find yourself out of luck. This is as it should be. Even if you were a consumer of a considerable volume of groceries, you are still a consumer and not entitled to the same wholesale prices which the retailer enjoys.

In the Nursery business, however, the experience of past years seems to be that many wholesalers are finding more and more excuses for including on their mailing lists more and more border-line enterprises such as city parks, hospitals, colleges, cemeteries, private estates, etc., when their wholesale trade lists are sent out. So far has this practice grown, in fact, that the retail Nursery agent is now prevented almost entirely from securing large orders, except in rare individual cases. That's one of the main reasons the retail agent's struggle for existence is harder today than it has ever been before. That's why the Retail Nurserymen's Association of the United States reports the field less attractive to prospective agents than it has been. We raise the question, accordingly: Is the wholesale distributor biting the hand that's feeding him by pursuing this policy?

Border-line enterprises and institutions should also be excluded from wholesale trade list distribution in the interests of the individual purchaser of Nursery stock.

Under the system as it has developed to date, the retail salesman is dependent almost entirely for his business on the comparatively small order. Accordingly, he

### WESTERN ASSOCIATION OF NURSERYMEN

George W. Holsinger, Rosedale, Kan.

Thirty-ninth annual meeting of the Western Association of Nurserymen will be held Jan. 30-31 at Hotel President, Kansas City, Mo. Following is the program prepared by the committee: Earl D. Needham, Vernon Marshall and J. Frank Jones and with the aid of Secretary George W. Holsinger and the other officers:

January 30—1:30 P. M.

Call to order by President L. A. Moffett. Appointment of doorkeeper. Receipt of applications for membership. Minutes of last meeting. Appointment of committees.

Address by the president.

Annual report of secretary-treasurer.

Trade Conditions—The president will call for a report from members from each state.

"Salesmanship and the Psychology of Selling"—E. S. Montague, Supervisor of the Kansas City Branch of the Business Men's Assurance Co.

"Nursery Stocks for the Future"—Prof. T. J. Maney, Chief of the Pomology Section of the Experiment Station of Iowa State College, Ames, Iowa.

"What I Do Not Know About American Grown Mahalebs"—A. F. Lake, President Shenandoah Nurseries, Shenandoah, Ia.

January 31—1:30 P. M.

Report of Committee on Nominations and Election of Officers.

"The National Publicity Campaign"—E. C. Hilborn, Valley City, N. Dak., Chairman of the Market Development and Publicity Committee of the American Association of Nurserymen.

E. G. Naekkel, Secretary of the L. W. Ramsey Company, Davenport, Ia.

"Modern Merchandising Methods"—C. E. Cary, director of the Educational Division of the American Association of Nurserymen.

Reports of Committees.

Introduction of New Officers.

Appointment of Program Committee. Adjournment.

The program contains this announcement: In order that the Western Association of Nurserymen may have a full attendance at its sessions, it is respectfully requested that wholesale Nurserymen and their representatives refrain from making appointments with Nurserymen during session periods. We very greatly desire that all our members attend the meetings of the association and feel that this should be done, inasmuch as the forenoons have been kept open for the transaction of personal business.

At noon on both days those in attendance will lunch together in the Aztec Room of the hotel. Retail Nurserymen will meet at the hotel at 2 p. m., Jan. 29.

Officers of the association are: President, L. A. Moffett, Fremont, Neb.; vice-president, J. B. Baker, Fort Worth, Tex.; secretary-treasurer, Geo. W. Holsinger, Rosedale Station, Kansas City, Kans. Executive Committee: 3 yrs., E. H. Smith, Chairman, York, Neb.; Robert Adair, Wathena, Kans. 2 yrs., E. P. Bernardin, Parsons, Kans.; Geo. H. Johnston, Kansas City, Mo. 1 yr., W. S. Griesa, Lawrence, Kans.; Wm. A. Weber, Afton, Mo.

Michigan Association of Nurserymen, C. A. Krill, Kalamazoo, secretary, will hold its annual meeting at Hotel Statler, Detroit, Feb. 20-21.

The entry "West Brothers, Alliance, O." in the Honor Roll of the National Publicity Campaign, should read: West Brothers, Damascus, O.



# Leading Southern Nursery Concern's New Plant



NEW OFFICE BUILDING OF LINDLEY NURSERIES, INC.  
At Friendship, Five Miles from Pomona, N. C. President Paul C. Lindley in Foreground

"It is commonly said that experience is the best teacher. It is not so often considered that experience may be the most costly teacher. Farmers are prone to depend upon experience for guidance in their methods of farming. This is a natural trait of human nature. However, the things which require a lifetime to work out by experience are often determined by the experiment station in a few years. It is certainly wise, therefore, for the individual farmer to make use of any such information as he can apply on his particular farm," says M. F. Miller, head of the soils department at the Missouri College of Agriculture.

## Says Jim Parker

Planting during dry weather has its risks, but they are no greater than the risks of planting during wet weather. If trees are planted when the ground is wet, the soil cannot be packed about them, for such treatment would make the ground as hard as a brick, causing it to dry out early and destroy its fertility. If the soil is not packed, then the soil particles do not lie close enough to the roots for them to absorb the moisture and the trees die for want of water.

Whether the soil is wet or dry at planting time, heavy watering is necessary in order to re-establish natural circulation of moisture in the ground. So there is little saved by waiting for rain. Waiting for rain often means that planting is not done until

late in March and hard drying winds come before the trees or plants have taken root.

**Oriental Fruit Moth**—Western New York and the Hudson River Valley have been invaded by the oriental fruit moth, pest of peaches, says the Experiment Station in Geneva.



NEW LAY-OUT OF LINDLEY NURSERIES, INC., FRIENDSHIP, N. C.  
Greenhouses, Garage, Storage Building, Packing House

must receive a considerably larger selling commission than would be necessary if it were possible for him to secure an occasional sizable order from school, park, hospital or similar institutions which are now out of the retail salesman's picture for the most part because they are so often included in the distribution of wholesale lists.

In other words, the retail salesman not only suffers when the wholesaler lets down the bars in this regard, but the individual planter also suffers. He pays a larger selling commission than he would have to pay if business were easier for the salesman to secure, while border-line enterprises pay less at the expense of the individual and at the expense of the retail salesman, the greatest single sales and advertising factor in the Nursery business.

We believe this is a subject which warrants serious thought and resultant action on the part of wholesale distributors who should exercise more rigid regulation in seeing that wholesale prices are quoted only to those rightfully entitled to receive them.

Committee of the Retail Nurserymen's Association of the United States on Distributing of Wholesale Trade Lists:

W. G. McKAY, Chairman

## Nurseries the Foundation

THE Nursery business is the foundation of all fruit-growing and landscape architecture. If we add to it the production of flower and vegetable seeds, we may say that it is the foundation of all branches of horticulture. Unless Nurseries produce and sell sound, healthy stock of profitable varieties, the orchard owner cannot plant them nor are they available for adorning the premises of home owners and the grounds of public buildings. The development of the Nursery business therefore, shows the stage which horticulture has reached at any given time and indicates the direction in which it is moving.

Nurseries hold an even more important place than their marketing of new varieties and the popularizing of those which have not come into general use. In this respect the Nursery owner is a pioneer with his eyes ever on the future, and his search for new trees and shrubs that will prove profitable to him is a search for varieties of fruits and flowers which will prove more palatable and more attractive than anything the public has been using before.

The raising of a fund of \$150,000 is the goal of the Luther Burbank Foundation, Inc., recently incorporated, the objective being the maintenance of the late Luther Burbank home and its surrounding three acres at Santa Rosa, Cal.

## Seedless Apple Tree

Finding himself owner of a rare tree whose buds are reputed to be worth \$5,000 each, says a Hollywood, Cal., paper, is the experience of Richard H. Taylor of Hollywood, former United States Secret Service man. He discovered this when Santa Paula announced that its resident, Mrs. Margaret Reise, owns a seedless apple tree. Nurserymen have tried to produce such a tree for years and its buds are reported worth \$5,000 each.

In the backyard of the Taylor home at 1767 Tamarind Avenue, is growing a flourishing seedless apple tree, producing from four to five bushels of seedless and coreless apples a year, which resembles the old-fashioned Sheepnose, grown in some of the eastern states. They are much larger and grow in clusters with as many as four apples on the end of one small branch.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE  
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.  
Absolutely independent.

Published Semi-Monthly by  
AMERICAN FRUITS PUBLISHING CO., INC.  
39 State Street, Lockport, N. Y.

RALPH T. OLCOTT, Pres. and Treas.  
Phones—Main 5728, Glenwood 760  
Chief International Publication of the Kind

SUBSCRIPTION RATES	
One Year, in advance	\$2.50
To Foreign Countries and Canada	3.00
Single Copies	.30

ADVERTISING RATE, Per Inch - \$2.50  
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.  
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JANUARY 1, 1929

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### FOR COMPLETE TRADE UNITY

Back and forth among members of the Nursery Trade throughout the country, as in all walks of life, and in accordance with the delightful custom of the Yuletide, greetings and messages of friendship, good will and best wishes for another year have passed and literally flown during the last fortnight.

General in their nature, these messages have been all inclusive, in most cases having no thought of particulars. But the universal wish that exists for wider and wider application of Yuletide expressions and practice to all periods of a twelve-month leads to consideration of how this application may practically be made.

Hand-in-hand with the approach of the New Year and its accompanying cheer there has come, for the Nurserymen in particular, the opportunity to pull together, afforded by the pledging of support of the National Publicity Campaign. The test has shown that the Nurserymen of the country are more united, probably, than at any time in years.

This fact and the fact that a clean slate is presented by the opening of the New Year, upon which it is universally hoped than an outstanding record of accomplishment shall be written, makes the present an auspicious time for conference and suggestion, in a spirit of unity.

American Nurseryman has asked for expressions from members of the trade regarding plans for making 1929 the best yet. Among such expressions is the one, published in this issue, from Chairman W. G. McKay of the distribution committee of the Retail Nurserymen's Association of the United States. His observations, comment and suggestions are timely. The facts he brings out are well worth serious consideration by all in the Nursery Industry.

In order to reap the full benefit of the time, money, and effort expended and to be expended upon the country-wide undertaking to place the Nursery Industry on a sound footing, there must, of course, be complete harmony of operation between all branches and in all phases of the industry. It is a long step in advance to be able to see what is needed; but, to accomplish results, much more must be done. There must be action—united action—which will correct any handicap to complete success that may exist.

The subject touched upon by Mr. McKay

in his article in this issue analyzes the situation so clearly as to seem to present conclusive reasons why his suggestions should be adopted wholeheartedly, as a matter of self-preservation so far as progress in the Nursery Industry is concerned.

American Nurseryman would be glad to publish expressions of opinion generally upon this important subject.

### CAN YOU ANSWER THIS?

Two articles in this issue by clear thinkers, in regard to the interests of that highly important feature of the Nursery Industry—the distribution of the product by retail Nurserymen—seem to call for renewed consideration at once by the American Association of Nurserymen.

Chairman McKay shows plainly the vital importance to the entire industry of the activities of the retail Nurserymen, the persistent personal publicity the year around of trade representatives in actual contact with the public.

Mr. van Melle stresses the importance of a clearly-defined policy on the part of the national organization in regard to relations with landscape architects, in behalf of the retail Nurserymen's interests.

Since President Flemer's slogan is: "Concentrate on Sales and Not Production," it may be expected that the subject of both these articles will be given special consideration by the executive committee of the American Association of Nurserymen (of which Mr. McKay is a member) at its meeting in Chicago on January 15.

In view of the earnest desire of the present administration of the American Association to insure the greatest benefits from the National Publicity Campaign and to lay a foundation for permanently increasing returns, it is probable that the subject of the editorial in the Dec. 1 issue of American Nurseryman will be given special consideration with resulting definite action, by the executive committee of the national organization at its meeting in Chicago next month.

"Why have not everywhere the names been preserved of those who, instead of ravaging the earth with war, have enriched it with plants useful to the human race?"—Alexander von Humboldt.

## Greetings To the Trade from the Leaders

AS the world bids farewell to the old year and greets the new, national leaders in the Nursery trade, Walter W. Hillenmeyer, A. A. N. president in 1928; William Flemer, Jr., in 1929, pause to say:

### Friendship and Good Will

Mr. Hillenmeyer—"Just a few words of Christmas greeting from Old Kentucky.

"Here in the environs where hospitality is native, cordiality an inheritance and sincerity essential it is mighty easy to pause a few minutes and make more than a gesture of friendship as the Yuletide approaches.

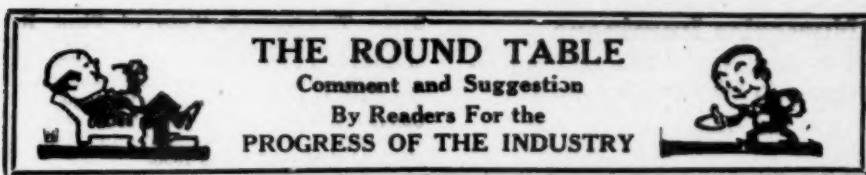
"This is the time of forgetfulness of unpleasant things and when the bonds of friendship and love are strengthened by the firm and fervent recollection of good in the lives of men. Just as spring, summer and autumn are the seasons of the greatest outdoor beauty, Christmas time for obvious reasons is the period of unusual beauty and happiness in the lives of friends.

"Particularly so because this season offers me an opportunity to extend to you my very sincerest greeting and to ask that you remember through all the seasons of the year my friendship and good will."

### Courage, Prosperity, Happiness

Mr. Flemer—"May the New Year bring to my Nursery friends courage, prosperity and happiness to those who are doing so much to make this world of ours a more beautiful place in which to live."





## The Involution of Nurserymen in Landscape Publicity

**I**N order that my friends in the trade may not set me down altogether as a maniac, running amuck amongst the landscape architects, let me try to illustrate briefly some of my earlier remarks.

It seems that the professional landscape architects are not able to get their professional message across to the public without involving Nurserymen in a way that is hurtful and unfair to them. It seems that they are unable to project any advertising for their profession without placing the Nurserymen before the public in an unfair light.

In spite of the much promulgated idea that "the landscape architect cannot bother with small jobs," professional men seem to be exceedingly fond of writing for the benefit of the small home owner. In fact, they are particularly prolific writers and ardent advertisers before this class of people; and most of this writing, this advertising, is tainted with the abuse to which I refer.

They follow a course that runs contrary to common advertising ethics. Now, whether their advertising is paid for or not paid for, whether it be individual or collective, there is no reason why the professional appeal to the public should fall short of the courtesy, the fairness and the dignity that is commonly expected from all advertising.

This is the sort of thing I refer to: The unnecessary involution of the Nurserymen, either openly or by implication.

Take this book "Foundation Planting" (A. T. Del., 1927). The contents of this book are addressed to the owners of small homes. It is intended to be instructive and stimulative. In a prefatory chapter it is reserved for Prof. F. A. Waugh, head of the Dept. of Landscape Architecture, Amherst, to take the Nurseryman to task publicly. Quoth he: "Let me plead, therefore, most earnestly with every Nurseryman who does this sort of work to consider seriously the interests of his client, and to make in every case the very best planting possible, even when this means only a few cheap shrubs."

Now, really, inasmuch as these remarks are foreign to the avowed purpose of the book, does not the esteemed professor presume the need of that sort of public pleading with the Nurseryman to consider his customers' interests? Isn't that presuming a bit more than is compatible with good taste, with dignity in public print?

That sort of public involution of the Nurserymen by landscape architects ought to be cut out. The equivalent of that in paid advertising makes proper matters for Better Business Bureaus. Why should the landscape architect set himself up publicly as a lecturer to Nurserymen? Just because he is the designer and the Nurseryman the plantsman?

The introduction to Prof. M. E. Bottomley's book on "The Design of Small Properties" (1926) contains the following: "One cannot criticize them (the Nurserymen) for doing this work, but when it is not well executed, criticism is in order. Too often they have had little training. Can we expect men whose main interest has been in growing and selling plants to be proficient in their proper arrangement?" "Would not a small fee to a trained landscape architect often be a sensible investment..."

Now these public questions are no more justified and proper than would the following question be on the part of Nurserymen: Can we expect men whose main interest has been in designing to be proficient in plants-

manship and the execution of more or less extensive contracts? No matter how either question might be answered and argued, the end of both questions is that they make improper advertising material. Nurserymen do not raise their question publicly. They refrain, as a matter of principle. They have always peddled their wares in a way that is inoffensive to other people. Cannot the landscape architects likewise peddle theirs quietly and decently? Prof. Bottomley's introduction could very well have been designed on the lines of common ethics.

I would, privately, answer both of the above questions in the affirmative. I think that the landscape architect, if he proposes to do a legitimate business, will employ skilled plantsmanship and that the Nurseryman, likewise, will employ sufficient skill in design for his own and his customers' needs. Why make such capital out of the question propounded by the professor? Is it not, as a matter of fact, an effort to capitalize or create distrust of the Nurseryman, for advertising purposes?

As an illustration of a different phase of professional advertising, which also tends to affect the retail Nurseryman, there follows an extract from an article in *House and Garden*, 1923. Writes Elsa Rehman: "I generally get my ordinary Nursery stock of shrubs and trees from one big wholesale Nursery and I get it there even though it is sometimes hundreds of miles from the place where it is to be planted... I know that it can be several weeks on the road without injury."

I dare not presume upon the editor for room for numerous illustrations of professional writings that tend to the disadvantage of retail Nurserymen. I have submitted samples at times.

I write of these things in order to point to the true relation of the retail element in the A. A. N. and the landscape profession. My special interest in the matter dates from the time that the A. A. N. entered into that discount agreement with the landscape profession. That was a thing of grave interest to retail Nurserymen. I am desirous of presenting the interest of retail men before the trade in the matter of relations with the landscape folks.

I think that the A. A. N. should pay attention, somehow, to this matter of advertising of which I write. It constitutes an abuse. It is a proper matter for a trade association.

If retail men are to reap the full benefit from the present National Campaign, it might be a good plan to counteract the writings of the profession by extending the meaning of the slogan "Consult Your Nurseryman" to cover design. After all, the functions of design are an essential and legitimate part of modern merchandizing methods of retail Nurserymen. They cannot get along without it.

It is to be hoped that the A. A. N. Committee on the Campaign may lay due emphasis on this fact and not sacrifice the best interest of retail men to any kind of courtesy towards the landscape profession.

We are spending money on advertising the Nurserymen's goods and service—not the landscape architects'.

P. J. van MELLE

P. O. Box 278  
Poughkeepsie, N. Y.

## Some New Year Thoughts

Editor American Nurseryman:

It has always been our feeling that each Nurseryman had to work out his individual problems. Nevertheless, if the Nurserymen will get out and work together as planned for in this campaign, there is almost no limit to the opportunities for using our products.

If this campaign goes on this winter, the writer feels that we should not look for any great increase in business next April and May. The advertising counsel have led us to believe that it is persistent effort that is going to bring results, and it may be another year or so before the ideas of the campaign actually begin to sink into the mind of the public. One great blessing that we are realizing from the campaign, regardless of how successful it may be, is that the Nurserymen are more united now than they have been at any time in years.

The trade can best back up the fine work that has been accomplished so far by not resting on their oars, but by looking for new possibilities for presenting to the public the advantages derived from using Nursery products.

DONALD D. WYMAN  
W. H. Wyman & Son

N. Abington, Mass.

## A NEW ERA

At the last convention of the California Association of Nurserymen held at San Jose the keynote of the convention seemed to be: "Let the young blood have a chance."

This note was ably struck by a number of the old standard bearers when they were approached with a request to serve in various capacities. The result was that the roster of officers of the association bore many names of young men.

That the policy was sound is borne out by the fact that a new life and purpose has been gradually felt in the industry.

A better feeling has been engendered between state authorities and Nurserymen generally by reason of the fact that many of the officials used by the state and counties are young men and when coming in contact with the younger element among the Nurserymen it has been a case of youth to youth. So that many of the old problems seem on the eve of being ironed out.—Western Florist.

Continued progress in the investigation and improvement of plant production and allied industries is reflected in the annual report of the Bureau of Plant Industry of the U. S. Department of Agriculture. Disease, one of the limiting factors in economical plant production, is being successfully combated in many instances through the use of varieties that are resistant or immune from the specific diseases in question. Resistant varieties are obtained sometimes through introduction from foreign countries, sometimes by selection, and more often by selection and breeding.

**D**O YOU want to know where to get some rare thing? Where to learn some special information. Where to get some facts about plants?

If you do, write to C. E. Cary, director of the educational division of the American Association of Nurserymen at Davenport, Ia. Mr. Cary is performing all types of service for subscribers to the national advertising campaign.

He is now building up a fine library which may be used as a source of technical information. Ask him your questions and he will answer them if possible.

## Abatement of Nuisance Nurseries Imminent

### Says Prominent California Nurseryman in Propheying Action by Progressive Concerns—Sixty Per Cent of Nurseries in His State Substantial

In his address at the recent annual meeting of the California Association of Nurserymen, T. D. Chenoweth, Beverly Hills Nursery, arguing for clean Nurseries, said: "The time will come when the Nurseryman will demand that his product be to all intents and purposes free from disease and pests. He will demand of governmental agencies that much more co-operation and aid be furnished than is now afforded by those agencies. I believe that the Nurseries of this state will organize with such solidarity. I mean the legitimate Nurseries, those with a real investment and a substantial name and reputation at stake, will demand more protection from governmental agencies than the orange growers ever did. "These substantial Nurseries and, by the way, they now represent fully sixty per cent of the Nursery business of the state, will demand that every Nursery doing business in the state shall be maintained on a thoroughly clean basis from a commercial standpoint and that these Nurseries will demand that the irresponsible, shiftless, backyard, foreign-owned and controlled Nurseries be forced to the same high standard or else that the government abate them as nuisances."

Farm and Library—Orange Judd. Pubg. Co. announces that its list under this heading now includes: **Hardy Shrubs**, by F. A. Waugh; **Pear and Pear Culture**, by H. B. Tukey; **Muskmelon Production** by J. W. Lloyd; **Hardy Evergreens**, by F. A. Schrepfer; **Bush Fruit Production** by R. A. Van Meter; **Spring Flowering Bulbs** by Clark L. Thayer; **Hand Book of Fertilizers**, by A. F. Gustafson. Others of the series are in preparation. These are handy treatises for quick reference. The books may be had at \$1.40 each postpaid from American Fruits Pub'g. Co., Rochester, N. Y.

## Obituary

### Dr. John Merle Coulter

Dr. John Merle Coulter, dean of American botanists, author of many books on plant life and scientific adviser at the Boyce Thompson Institute of Plant Research, died Dec. 23 of heart disease in his home, Glenwood Lodge, 390 North Broadway, Yonkers, N. Y., aged 77. He had been actively engaged in botanical research for more than fifty years.

Dr. Coulter became affiliated with the

Boyce Thompson Institute of Plant Research in 1925 after having been a professor in American colleges for fifty-one years. He was professor and head of the department of botany in the University of Chicago when Colonel William Boyce Thompson obtained his services for the Institute in Yonkers. He held that post since 1896.

Dr. Coulter was born in Ningpo, China. He began writing scientific books and articles in 1875, when he founded the "Botanical Gazette." Among his many books are: "Manuel of Rocky Mountain Botany," published in 1885; "Manual of Texas Botany," 1891; "Plant Relations," 1899; "Plant Structures," 1899; "Textbook of Botany," 1906; "Fundamentals of Plant Breeding," 1914; "Evolution of Sex in Plants," 1914, and "Plant Genetics," 1918.

Dr. Coulter was general secretary of the American Academy of Arts and Sciences in 1901 and president of the Academy in 1918. He was a member of the National Academy of Sciences, the Botanical Society of America, the Botanical Society of Edinburgh and many other similar societies.

### O. W. Howard

O. W. Howard, vice-president of Howard & Smith, Los Angeles, Cal., brother of President Fred H. Howard, died last month, aged 51. He was head of the firm's landscape department.

## American Fruits Company's Library Opportunities

### PRACTICAL BOOKS ON HORTICULTURE, NUT GROWING, NURSERY PRACTICE

Any of the following books will be sent on receipt of price by AMERICAN FRUITS PUB'G CO.

123-125 Ellwanger & Barry Bldg., ROCHESTER, N. Y. Prices subject to change.

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Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

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From American, French and German seed

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#### AMOR PRIVET

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Send Your Want List for Quotations

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**A. GRUNWALD, Wiener-Neustadt, Austria**

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Small lot of Picea omorica seeds and plants true to name available.

Test your seeds! Practical seed testers, \$2 each

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Importers and Growers of

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Strong scion wood, \$8 per 1000 scions.

Buds, \$4 per 1000. Shipment any time.

Make reservations

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50 four-color process prints from photographs, 40 Evergreen pictures, 10 Shrub pictures. Size 5 1/4 x 9 in. Loose leaf. Cloth binding, \$3.75. Leather, \$4.50. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.

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HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY.

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Makes Seeds Healthy

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Write for 64-page Wholesale Catalog

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## PIN OAK SEEDLINGS

I am now ready to quote prices on Pin Oak Seedlings in the following sizes: 6-9", 9-12", 12-18" and 18-24".

**ARTHUR L. NORTON**

Nurseryman

Clarksville, Mo.

## Demand for Northern Nut Trees Increases

**Especially in Sections Where Plantings Have Been Made—Kentucky Experiment Station Suggests Pecan, Walnut and Chestnut Orchards—Public Needs to be Educated**

**NURSERYMEN AT PRESENT THE MAIN SOURCES OF INFORMATION**

**F**IND interest and demand for nut trees annually increasing, also many more inquiries for knowledge on the subject. This is especially true from sections where plantings have been made. Those who made trial plantings are ordering in larger quantities, as many of the earlier planted trees are coming into bearing, convincing them that the old idea that a transplanted nut tree will not bear is untrue.

The Experiment Station of the University of Kentucky, is suggesting planting in its state the northern varieties of pecan, walnut and chestnut. Evidently these suggestions by that department are having quite an effect, for I have lately had many inquiries and a number of tree orders from several sections of Kentucky.

It is commendable of this station to take such an interest in this industry for the benefit of the people of Kentucky and to give them information and advice. It seems to me most of our experiment stations are not taking enough interest in this great industry. They could render a valuable service to the public with little trouble and expense on their part.

As we all know, this industry in the northern nut tree territory is just in its infancy and but few know how they can obtain trees of these budded varieties, and fewer still know their value as compared

with the common native seedling trees with which they are so familiar.

Until the public is better educated on this subject, the average person cannot be expected to pay the price for these trees that the Nurseryman must have for producing them. They, as only the Nurseryman knows, are very slow, difficult and expensive to produce. Then, when he has produced them, the selling is almost as expensive as production, due to the fact he must educate some customers at his own expense before he can make sales; and if he really tells the truth in his catalogue, as he believes it, from observation and experience, about these trees, the general public would consider it exaggerated sales talk and no doubt many a prospective customer would be disgusted. But if real information were put out by our universities, to whom the public look for such and who have no tree to sell, it would have far more effect and no doubt be the cause of thousands of these valuable and profitable trees being in bearing on what is now unprofitable land, where, if conditions continue as in the past, this same land for years to come will still be barren of trees and unprofitable to the owner.

The nut Nurserymen or any well-informed nut-tree men will at any time give information to experiment stations for the benefit of the public. These trees are now being planted only by those who have given this subject some thought or secured information from some source. Those less informed consider the price of these trees prohibitive, when in reality the Nurseryman is making less profit per tree than some Nurseries make on a peach tree, and a nut tree will last ten or fifteen times as long as a peach tree and does not require spraying or pruning after the head of the tree is once formed. The nuts are not perishable and do not have to be harvested at a certain time, but may be kept indefinitely without special care.

Our experiment stations could render a double service to the public by giving information on nut culture. First, it would be the cause of many now idle acres being planted, turning unprofitable land into

beautiful and profitable nut orchards, producing one of the very best of foods. Second, the increased demand for trees would lessen production and sales expense, especially the latter, so the present price of trees might be reduced.

The public cannot be expected to buy these trees in quantities at seemingly high prices without some assurance they are getting value received for their money, and at present there are very few sources of information. Most of these are the Nurserymen. Few of our experiment stations, sorry to say, at present have much knowledge taken from their own observation and experience to give out.

It is surprising how many are seeking knowledge and how tourists during the season drive many miles off their route to visit my Nursery just to see the trees and ask questions, and it is seldom these people leave without giving me an order for trees, simply because they saw for themselves.

During the last few years I have traveled through most every part of the northern nut tree territory. Seldom is one out of sight of some piece of land that could be made mode profitable by planting nut trees of some kind, and in almost every instance where I have talked to the owner of such land, have found they have little or no knowledge of budded or grafted nut trees.

What the northern nut tree industry and the people in general need is a nut tree arboretum in the hands of some reliable person where all varieties would be grown, samples of nuts kept, as well as complete records of the varieties as to growth, bearing and the habits of the trees in general, this record to be available to experiment stations and all interested parties where they could obtain reliable information at all times.

J. F. WILKINSON

Rockport, Ind.

### **SPECIALTIES—Small Fruit Plants**

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus.

**L. J. Rambo's Wholesale Nursery**  
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### **DAHLIA BULBS**

You can make money selling bulbs to your customers or growing them for yourself. We grow twenty acres of dahlias for the florist trade and can furnish millions of bulbs at a reasonable price. Write today for wholesale list.

PAYNE FARMS, Dept. A.N., Shawnee, Kan.

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Read His Letter.

Gentlemen:  
I am flooded with work and have raised my general rate to \$25 a day. I have three large rock gardens to build, and will charge \$35 a day for this work. Sold one client \$1640.00 in plants. Thursday night will close contracts for close to \$12,000. So you can see I am getting on.  
Very truly yours,  
(Signed)  
Chas. L. Kimball

#### **WHAT HE HAS DONE YOU CAN DO!**

Chas. Kimball learned to be a Landscape Architect at home—by mail. Our easy, quickly mastered course has enabled many to find success in this dignified, pleasant, uncrowded profession.

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—await you. Experts earn \$5,000 to \$10,000 a year. Earnings are possible after first few lessons. Some students have more than paid for their courses while studying. The course is especially easy and remunerative for men who have had Nursery experience.

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**AMERICAN  
LANDSCAPE SCHOOL**  
Combined with National  
School of Landscape  
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E. S. Welch, Pres.

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Write for our 72 page Wholesale Price List. Use business stationery as we sell to wholesale trade ONLY.

"One of America's Foremost Nurseries"

**MOUNT ARBOR NURSERIES,**  
Shenandoah, Iowa

### **"Concentrate on Sales and Not Production"**

—Wm. Flemer Jr., President A. A. N.

## **THE AMERICAN ASSOCIATION OF NURSERYMEN**

Is accomplishing much for the Nursery Trade.

With a record of fifty-two years of service.

Practical departments and active committees.

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Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, Ill.

**Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.**

Convention Date: Boston, Mass., July 16, 1929



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Parsons

**Wholesale Nurseries**

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Established 1870

**Specialties**Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlo Willow, 5-6 to 10-12 ft.

Loncera Bella Albida, 2-3 to 5-6  
ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 &amp; 3 yrs.

**EVERGREENS**—Biotas and Jun-  
ipers, in good supply.Early Harvest B. B. root grown  
plants.Long list of Ornamentals in gen-  
erous supply.**SCARFF'S Nursery**Headquarters for  
Small Fruit Plants  
And Lining Out StockStrawberries  
Raspberries  
Dewberries  
Blackberries  
Elderberries  
Currants  
Gooseberries  
Grape Vines  
Horseradish  
Asparagus  
RhubarbHardwood Cuttings  
Iris  
Spirea in variety  
Privet  
Hydrangea P. G.  
Mallow Marvel  
Barberry Seedling  
Peonies  
Honeysuckle  
Euonymus Radicans  
Philadelphus GrandOur list quotes lowest prices  
**W. N. SCARFF'S SONS**  
NEW CARLISLE, OHIO**BOXWOOD**Young's Boxwood and  
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

**ROBERT C. YOUNG**

Wholesale Nurseryman

GREENSBORO

NORTH CAROLINA

**PRIVET and BERBERIS**

Splendid Stock

Write for Special Quotations.

**LESTER C. LOVETT**

Milford

Delaware

Say you saw it in "American Nurseryman"

**Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate**

Three Ways To Advertise In The

**American Nurseryman**

PUBLISHED SEMI-MONTHLY, ON 1st AND 15th

58 Cents per Inch per Week Under Yearly Term

TWICE A MONTH INSERTION FOR THE SINGLE RATE

1- General or Special Purpose - - - Any Size

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3- Business Card Announcement - 1-in. blocks

Rate: \$2.80 Inch per month; under yearly term, \$2.50

**The Preferred Stock****The Sponsors of  
Jack and Perk  
have a word or  
two to say.****W**ITH our energetic spokes-  
men, Jack and Perk, pretty  
well monopolizing our an-  
nouncements, we don't get a chance  
to say very much.But, on this occasion we're steal-  
ing a little space: first, to wish  
you all a**Happy New Year**and, secondly, to tell you a little of  
what 1929 has in store for our  
customers.Fifty-five years in business, each  
year showing growth over the one  
before, is not a mere coincidence.  
We think a knowledge of how to  
propagate and grow good nursery  
stock, reasonably good judgment  
(we're modest), plus the desire to  
be cheerful, helpful and fair in all  
our dealings, are qualities which  
have brought the J & P organiza-  
tion to the position in the trade  
which it now holds.Sometime ago we created the  
trade figures of Jack and Perk to  
personify these qualities: the one  
to stand for the earnestness, indus-  
try and skill necessary in the suc-  
cessful grower of nursery stock;  
the other to represent the surplus  
energy that gets things done in an  
emergency and that degree of  
good-nature and friendliness thatadds so much to any business  
transaction.These little characters still rep-  
resent the policies and principles  
of the Jackson & Perkins Com-  
pany! They'll be with you again  
during 1929, and for many years  
to come, in a continued effort to  
make the sale of nursery stock a  
pleasanter and more profitable oc-  
cupation.What will our customers receive  
in 1929? Everything they've had  
since 1873—with stock, if any-  
thing, a little bit better, the as-  
sortment more complete, service a  
little more prompt, the pleasure  
of doing business a little more  
pronounced than ever before.**Jackson & Perkins Company**Wholesale Only  
Newark, New York.**T. SAKATA & CO.**  
Specialists**TREE SEED SHRUB****HERBST BROTHERS**42 South Street  
NEW YORKAMERICAN NURSERYMAN should be  
regularly on your desk. A business aid.  
Bristling with exclusive trade news. Ab-  
solutely independent. NOT OWNED BY  
NURSEYMAN.**Bolling Farms Nurseries**  
Growers**ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
ARBORVITAE**

And other conifers.

Catalog and list of our offerings will be  
sent upon request.**Bolling, Alabama, Dept. B**IT COSTS LESS THAN 21 CENTS A  
MONTH TO KEEP IN TOUCH WITH THE  
TRADE THROUGH A REAL NURSERY  
TRADE JOURNAL.

# Mid-Winter Rendezvous of the Nurserymen

Plans All Laid for the Big Annual Convention of Illinois Nurserymen's Association—  
In Chicago, January 16-18—Some of the Outstanding Features

## A. A. N. EXECUTIVE COMMITTEE TO ANNOUNCE CAMPAIGN DETAILS

January 16th, 17th and 18th, 1929 have been set aside for a three-day convention of the Illinois State Nurserymen's Association, to be held at the Hotel Sherman, Chicago, Ill.

From present indications there will be an unusually large attendance. Plenty of space will be available for exhibits. Anyone desiring to bring samples or place stock on display may address R. C. Becker, c/o Vaughan's Nursery, Western Springs, Ill.

The program will contain subjects of great interest to Nurserymen. The principal topics to be covered are as follows:

Business Conditions and the Outlook for 1929.

A Balanced Diet for Plants—Dr. G. J. Raleigh.

How to Increase Nursery Profits—E. C. Cary.

Cooperation and the Cooperative Advertising Campaign—E. G. Naegel.

How to Make Cooperative Advertising Pay—C. C. Parlin.

Style Trends and Proper Color Arrangement in the Garden—Mrs. Nellie B. Allen.

Morton Arboretum—H. Teuscher.

A luncheon will be held at noon, Jan. 17, in the Louis XVI Room in Hotel Sherman. This is always a feature; a prominent speaker will give an up-to-the-minute talk on the Chicago World's Fair in 1933.

The second day of the meeting will be taken up with a complete report of the progress made thus far by the Market Development and Publicity Committee which will present facts and figures showing the

possible outlet for Nursery stock on the individual place. To tie this up as closely as possible, the last day of the meeting will be devoted to an actual demonstration of how this market can be reached and what the possibilities are through a joint meeting with garden club members.

An added feature of the convention will be an open meeting on Friday, Jan. 18, when all the garden clubs of northern Illinois will be invited in to the address to be given by Mrs. Nellie B. Allen, landscape architect, 30 East 68th Street, New York City. Mrs. Allen is a graduate of Lowthorpe School of Landscape Architecture, member of the Horticultural Society of Massachusetts, Fellow of the Royal Horticultural Society of England, member-at-large of the Garden Club of America. Bits of Italy, France and England, where Mrs. Allen has studied intensively, can be brought to the home of the garden lover. Methods of planning and planting the permanent garden and some of the possibilities of selection of material will be discussed by Mrs. Allen. Her talk will be illustrated with colored lantern slides of which Mrs. Allen has a rare collection which she herself has taken in the treasure gardens of Europe and America.

Hotel reservations at the Hotel Sherman should be made now. January is a busy month at the hotels.

A capable committee will be on hand to introduce and welcome all members who attend this convention, so come prepared to meet other members of the trade, as well as get worth while ideas from the program that has been prepared for your approval.

A most cordial invitation is extended to all Nurserymen throughout the country to attend this big mid-winter convention, which of recent years has assumed the proportions of a National Convention.

N. E. AVERILL, Secy.

Dundee, Ill.

**New Rose Stocks**—Of the new rose stocks tried during the last few seasons, an outstanding one is a form of *Rosa canina* from Germany, called Broog's Thornless Canina. It is unusually easy to handle, as it propagates readily from cuttings and is practically thornless at the stage of growth when budding is done. So far it has shown most of the excellent qualities of *R. canina*, with few if any suckers, provided the plants are budded low. The work with Rose stocks in California is somewhat similar in both nature and results to the work in the East. *R. dumatorum* has been discarded in the West as in the East, because it has shown undesirable habits, particularly in suckering badly. Under the conditions at Shafter, Cal., Paul's Scarlet Climber seems to give unusual promise as a stock for Roses.—Annual Report of Chief W. A. Taylor, U. S. Bureau Plant Industry.

**The Next Census**—The next census of population, manufacturing, distribution and agriculture will be made as of Nov. 1, 1929, instead of May 1, 1930, under an amendment made to the legislation providing for the census by the Senate Commerce Committee, in line with recommendations from Secretary of Agriculture Jardine. The outstanding feature of the next and subsequent censuses will be the survey to be made of wholesale and retail distribution, incorporated on the recommendation of former Secretary of Commerce Hoover.

## PEACH TREES

The Finest Block of Top Notch Trees in America

Extremely Attractive Prices will be made on orders for Car Load Lots.

**200,000 Trees**

Embracing all the leading varieties  
You Want 'Em—We Have 'Em

WRITE US

**Bountiful Ridge Nurseries**  
Princess Anne, Md.

Member of American Association of Nurserymen

(North Alabama-Grown)

**LINING OUT STOCK**

For the Wholesale Trade Only

We have 100,000 Soft or Silver Maple Seedlings 12/18" and 100,000 Soft or Silver Maple Seedlings 18/24".

We have 20,000 Chinese Poplar 2/3' Fine, 20,000 Lombardy Poplar 2/3' Fine, 10,000 Carolina Poplar 2/3', and lots of other good stock.

It will pay you to get our special quotations.

**THE PARK NURSERY CO.**  
Plevna, Alabama.

## COLOR PLATES

Floricultural Illustrating Co.  
800 North Clark Street CHICAGO

RECOGNIZED AUTHORITIES ON FLOWER  
FRUIT AND VEGETABLE ART



## Shade Trees

A view illustrating the type of shade trees we grow and the quantity in which produced.

There are 18,000 Oriental Planes in this block.

Also good assortment of other Shade Trees, Shrubs and Evergreens.

**PRINCETON NURSERIES**

WM. FLEMER'S SONS, INC.

Princeton

New Jersey

HEADQUARTERS FOR

**GRAPE CUTTINGS**

**Independent Fruit Co.**

Shipping Points

PENN YAN, N. Y., TRYON, N. C.

## STANDARD GARDEN TRACTOR



A powerful Tractor for small farms, Gardeners, Florists, Nurseries, Fruit Growers and Poultrymen.

**DOES 4 MEN'S WORK**

Walking and Riding Equipment

Free Catalog. Does Belt Work.

**STANDARD ENGINE COMPANY**

3242 Como Ave. Minneapolis, Minn.

Eastern Branch 204 Cedar St., New York City





## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company  
Advertising for Nurserymen  
430 Union Bank Bldg. Davenport, Iowa



**ROSES**  
Field Grown  
Winter  
Harvested

Our No. 1½ (Medium) Grade very attractive at the price.

Write for List showing 3 Grades.

**HOWARD ROSE CO.**  
Hemet, California

### The Westminster Nursery Westminster, Md.

Offers in carload lots or less:

**CALIFORNIA PRIVET**  
One and two year grades  
**ASPARAGUS AND RHUBARB**  
One and two year grades  
**SHRUBBERY AND PERENNIALS**  
In excellent assortment  
**EVERGREENS**

A large supply of *Thuja Pyramidalis*, also lining out stock.

Attractive prices will be quoted. Send us your want list.

## SPECIAL A Loose Leaf PLATE BOOK

At the Price of a Map  
80 COLORED PAGES

Special Sample Price \$2.00

PROCESS COLOR PRINTING CO.

Formerly CHRISTY, INC.  
Searle Bldg. ROCHESTER, N. Y.

### DIGITALIS White, Purple, Rose, Yellow

Write for list of PERENNIALS,  
GRAPE VINES, BERRY PLANTS, Etc.

**JOHN H. TSCHETTER**  
SPENCERPORT, N. Y.

### THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

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AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

## Don't Buy Until

You Have Seen Our New  
WHOLESALE PRICE LIST WITH  
Complete Assortments of  
Broad-Leaved and Coniferous Evergreens, Deciduous Shrubs, Shade and Ornamental Trees, Roses, Vines and Creepers. Young Transplanting Stock.

Send Your List at Once—or  
write for our new prices.

All Inquiries Receive Very  
Prompt Attention

**Fraser Nurseries**  
INCORPORATED  
Birmingham, Ala.

### HEAVY, TRANSPLANTED Surplus Nursery Stock

	Per 100
1000 Spirea Thunbergi, 3-4 ft.	\$35.00
750 Redtwig Dogwood, 5-6 ft.	35.00
2000 Regal's Privet (True), 3 ft.	25.00
4500 Wh. Tartarian Honeysuckle, 8-6 ft.	25.00
500 Indian Current, 3-4 ft.	20.00
500 American Plum, 6-8 ft., bushy	50.00

All of the above stock will produce an immediate landscape effect.

Truck and Carlot Orders Packed Free  
Packing otherwise, charged at cost.

### Westcroft Gardens

GROSSE ILE, WAYNE CO., MICH.  
Ask for list of Perennial and Rock Plants

### 300 Acres in Nursery Stock

25 YEARS IN NURSERY BUSINESS

We specialize in Pecan Trees but grow a general line of Nursery stock. Introducers of the Mahan Pecan.

**MONTICELLO NURSERY CO.**  
Monticello, Fla.

### Peach Pits The Howard-Hickory Co. HICKORY, N. C.

WATERPROOF PAPER LABELS  
Red or White, Plain or Printed

Sample Free

**OHIO NURSERY CO.**

Elyria, Ohio

### A DEPENDABLE DIGGER

at a reasonable price

Write for a descriptive  
circular and prices

"Yours for growing satisfaction"

**NEOSHO NURSERIES**, Neosho, Missouri

### NEW PLATE BOOKS

Nursery Salesmen should procure new books and folders with which to take orders the season now beginning. We now make a more beautiful landscape book than ever before and also have added new shrub, perennial and evergreen views to our sets. We use hand colored photographs and the prices are reasonably low.

#### PLAN SERVICE

We offer to the nurserymen a splendid plan service. We will draw individual plans from your specifications. Prices are low to the trade; you will profit from the fine blue prints provided, our prompt service and the special low prices. Plans for all types are prepared, simple or elaborate, from porch planting to complete foundation, schoolhouse, subdivision or park. Further particulars and catalog sent upon request.

**B. F. CONIGISKY,**  
Hamilton St. Peoria, Ill.

## SPECIAL

Anyone wanting Peach will do well to write us. Will make Special Prices. We also have one- and two-year Apple.

Heavy Pecans, 4-5 ft. up to 7 and 8 ft. Japan Persimmons.

**Commercial Nursery Co.**  
DECHERD, TENN.

**JOSEPH S. MERRITT**  
*Hydrangea Specialist*  
COLGATE, BALTIMORE, MD.

### GRAPE VINES

Concord 2 yr. No. 1 and 1 yr. All varieties of Strawberry plants including Mastadon. Also Cumberland B. R.; Cuthbert, King, St. Regis R., and Eldorado B. B., root cuttings and sucker plants.

**ESSIG NURSERY**  
BRIDGMAN, MICHIGAN

**BLACKBERRY PLANTS** 25 Thousand and Eldorado T root plants, the leading variety for all purposes. Strong, healthy plants, state inspected, only \$15 thousand. \$12.50 thousand in 10 M lots. Could ship direct to your customer under your label if wanted. Order today from this ad.

**PAYNE FARMS**, Dept. B.N., Shawnee, Kan.

# The 75th Anniversary of a Canadian Leader

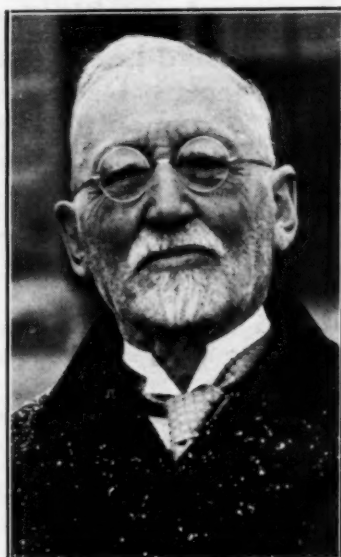
Senator E. D. Smith Still Active as Head of a Great Institution Combining Nursery, Orchard and Fruit Processing Operations—His Long Life Work

## THE FOUNDER OF NIAGARA PENINSULA HORTICULTURE

A memorable occasion for Winona, Ontario and the Niagara Peninsula, Canada, was the observance on Dec. 8 of the 75th birthday anniversary of Senator E. D. Smith, head of E. D. Smith & Sons, Ltd., Nurserymen and landscape architects, growers and shippers of fresh fruits and manufacturers of jams, jellies and ketchup. Some two hundred employees gathered in the offices whither Senator and Mrs. Smith had been summoned and where with an appropriate address a sterling silver salver and tea service and a basket of cut flowers were presented to the senator and his wife. The senator responding, reviewed briefly the principal events in his life and the growth of the industry which has developed a whole section of country into a vast orchard.

In addition to his love for his business and his constant work for it, and finding time to acquire and to operate intelligently and profitably, over 650 acres of land, becoming the largest shipper of fresh fruit in Canada and operating the largest independent jam factory in Canada, Senator Smith has found time to fulfill his duties as a citizen. He has taken an active part in politics. For years, he has been one of the leading members of the Conservative party in Ontario and in the Dominion. He was elected member of Parliament in 1900. That is, the Dominion Parliament, at Ottawa; and in 1913, he was made a member of the Senate. That is a life appointment there. The Dominion Parliament consists of the Senate and the House. Each province has a Parliament consisting of only one House, but no Senate; so when a man is a Senator, it means that he is a Senator of the Dominion and appointed for life.

"The cordiality of the relationship which exists between the employees and the president of the firm," said the Grimsby, Ont., Independent, editorially, "was unmistakably evidenced in the presentation to Mr. Smith by the employees, of a handsome gift expressive of their loyalty and affection, the accompanying address voicing their sincere



SENATOR E. D. SMITH

appreciation of his many estimable qualities of heart and mind.

"The life of Senator Smith who commands in a rare degree the general regard of this community of which he has for years been its foremost citizen, exemplifies those attributes of uprightness, business enterprise, unflagging zeal and unbounded faith in the accomplishment of the purposes and aims it is the desire to achieve, which make for outstanding success. He has played a conspicuous part in the development of Horticulture to a great industry in the Dominion, and in the pursuance of his life work, has made a notable contribution to this community whose prosperity and well being he has so zealously promoted through many years. In this laudable endeavor he has had the constant devotion and encouragement of Mrs. Smith, his esteemed help-mate, to whom fitting tribute was also paid."

## WANTED, FOR SALE

### Wholesale Nursery Business and Orchard For Sale

This nursery is situated sixty-five miles east of Chicago, Ill., in one of the most progressive little towns of the country. Good new building modern in every way. All property free from incumbrances. Seventy acres of land, rich sandy loam adapted for fruit growing and nursery stock.

Reason for selling: Owner past sixty-seven years of age, wishes to retire after thirty-seven years of successful fruit growing and wholesale nursery business on this place.

This is a great opportunity for a man of ability to continue a good paying business already established, and expand it if he desires. Transfer can be arranged now, to take possession June 1st next, at end of fiscal year. It will take fifteen thousand dollars cash to swing this deal, or proper backing.

Address B-110, care American Nurseryman, Rochester, N. Y.

### NURSERY BUSINESS FOR SALE

Would you like to locate in the beautiful city of Rochester, N. Y., and take over a Nursery Jobbing business, well up in six figures? Owner wishes to retire after 28 years successful business. It will take one hundred thousand dollars cash to swing this deal, so do not answer unless you have that amount, or proper backing. Property free and clear of debt. No growing, no catalogue, but steady business every week in year. This is one of the best bargains ever offered of the kind, as location ideal. Plant one of best of its size in country and equipped to handle a half million annual retail business. A splendid opportunity for a young man of strict integrity and ability to take a business already established and build it up to much larger proportions. Owner would stay on in an advisory capacity for few months, if desired. Transfer can best be made on June 1st next at end of fiscal year. Address "Nursery," care American Nurseryman, Rochester, N. Y.

## CONNECTICUT NURSERYMEN'S ASSN.

A. E. St. John, Manchester, Secy.

### Annual Meeting

Twenty-second annual meeting of the Connecticut Nurserymen's Association will be held Jan. 16 at Hotel Bond, Hartford, Conn. A hundred members are expected in attendance. Following the address of President A. Cumming, Jr., the annual reports of Secretary-Treasurer A. E. St. John and the standing committees will be given. Officers will be elected and committees will be appointed.

In the afternoon there will be addresses by a representative of the L. W. Ramsey Co., on the National Publicity Campaign and by State Entomologist W. E. Britton, State Botanist G. B. Clinton and Forester W. O. Filley. Nell A. Millane, Middletown, is vice-president.

The current Business Bulletin of the La Salle Extension University says the Southern Florist contains a discussion of beauty as a factor in present-day business that should serve to inspire in the florist and Nurseryman a new sense of the possibilities that lie in their professions—both of which seek primarily to satisfy the esthetic sense.

## MISCELLANEOUS

### FOR SALE

#### STOCK FOR SALE

##### PEONIES

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

##### ROSES

Rosa Odorata Cuttings Unrooted. Most successful greenhouse rose stock, \$5 thousand. Also Fruit Seedlings. Immediate Delivery. We contract to grow all types Roses for field and forcing. Vistica Nurseries, Inc., Stockton, California.

### WANTED

#### HELP WANTED

Nursery Production Manager Wanted. Malmo & Co., Seattle, Wash.

Landscape Architect, Propagator, and General Manager. We need three qualified men for three positions who have \$2,500 each to invest. Our company is incorporated for \$10,000 fully paid up, but we desire to increase the capital stock. We are situated in Southwest Missouri in a city of 60,000 population, the only Nursery of any size in this locality, and have a business of well established proportions. It is necessary that we expand to meet the increasing demand due to the natural growth of population in this growing community. Write B-109, American Nurseryman, Rochester, N. Y., giving us full details as to your qualifications.

### BOOKS

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 2 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

LIST OF 119 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

## THIS SPACE

\$2.50 Per Month Under Yearly Term Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month





## SURPLUS LIST

Showing  
CELLAR COUNTS  
Ready January 15th

All of our High Grade  
DECIDUOUS SHRUBS  
HEDGE PLANTS  
FRUIT TREES  
and  
ROSES

Are now in our Frost Proof Cellars.

ASK FOR YOUR COPY

HUNTSVILLE WHOLESALE NURSERIES  
HUNTSVILLE, ALABAMA

## Bulletin No. 1

is ready. A copy should be on your desk. It's crammed full of good things, both new and old and popular and desirable. Prices are right—here's a sample so you can judge for yourself:

Catalpa Bungei, 5-6 ft.	Per 100
" " 4-5 ft.	\$60.00
Silver Maple, 1 1/2-1 3/4 in.	40.00
" " 8-10 ft.	65.00
	45.00

Of course we have everything else too and our service can't be beat. Ask the man who uses it.

**A. WILLIS & COMPANY**

Wholesale Nurserymen

OTTAWA, KANSAS

## SHORT ITEMS For Your Spring Trade

are being picked up rapidly and are getting very scarce.

Better let us price your want list while we still have a good assortment.

**Onarga Nursery Co.**

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

## Wayside Gardens

HARDY PERENNIAL PLANTS  
EXCLUSIVELY

Write for Trade List.

**THE WAYSIDE GARDENS COMPANY**  
MENTOR, OHIO

## Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

### Announcements

### For Spring 1929

**CHERRY**—One year, in car lots or less  
Both Sweets and Sours

**CHERRY**—2 year—all grades  
Limited amount of both Sweets and Sours

**PEAR and PLUM**—XX & 11/16 leading varieties

**TURLEY APPLE Trees**—One year Buds, 4 to 6 ft.

## PYRAMIDAL ARBORVITAE

Up to 5 feet

**RETINOSPORA PLUMOSA and PLUMOSA AUREA**

Extra heavy Sheared Specimens up to 3 1/2 feet

**AUSTRIAN and SCOTCH PINE**

Up to 7 feet

Every Plant a Specimen

Ask for Special Prices on carload lots

Complete List of  
**POT-GROWN LINING-OUT STOCK**  
Now Ready

**HOLLANDIA GARDENS**  
SOUTH VIENNA, OHIO

**SPIREA VANHOUTE**  
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.  
**HYDRANGEA ARBORESCENS**  
18-24 in. and 2-3 ft.  
**HYDRANGEA PAN. GRAND.**  
18-24 in. and 2-3 ft.  
**BERBERIS THUNBERGI, CALIFORNIA**  
PRIVET, and all other SHRUBS in a good assortment.

**WISC. WEeping WILLOWS**  
6-8 ft. and 8-10 ft.  
**FRUIT TREES, GRAPE VINES, and**  
**SMALL FRUIT PLANTS**

"WEST has the BEST"

**T. B. WEST & SONS**  
PERRY, OHIO

**NORWAY SPRUCE**  
**BLACK HILL SPRUCE**  
**ORIENTAL SPRUCE**  
**WHITE SPRUCE**

Specimens in all varieties up to 5 ft.  
**BUXUS SEMPERVIRENS**

10-12 in.—12-15 in.—15-18 in.  
VERY BUSHY AND HEAVY  
Can Furnish Same in Carload Lots

Will have several thousand  
**CUTLEAF WEEPING BIRCH**  
to offer for Fall and Spring delivery  
4-6 ft.; 6-8 ft. sizes

The Independence Nurseries Co.  
INDEPENDENCE, OHIO

WE SPECIALIZE On Items Below:  
**FRUIT TREE SEEDLINGS**  
APPLE FRENCH PEAR  
USSURIENSIS MAZZARD  
**SHADE TREES**  
CHINESE ELM (U. Pumila)  
Both seedlings and transplants  
EUROPEAN MOUNTAIN ASH  
AMERICAN ELM  
CATALPA BUNGEII  
PRUNUS TRILOBA  
THORN, Pauls Double Scarlet  
WALNUT, American Black  
WALNUT, California Black  
PEAR 2 yr. 11-16 B. BOSCH  
BARTLETT FLEMISH BEAUTY SECKEL  
SHRUBS & VINES Leading Varieties  
**WASHINGTON NURSERY COMPANY**  
TOPPENISH, WASH.

**FOR SALE** Norway, Sugar, Silver, Sycamore and Oriental planes, 8-10 ft.; American and Oriental planes, 6-8 ft.; Pyramidal and American arborescences, 2-3 ft.; Boxwood, Rhododendron, etc.

**E. W. JONES NURSERY CO.**  
WOODLAWN, VA.

TREE SEED SHRUB

**SHI PING CHI & CO.**

Y. 791, N. Szechuen Rd., Shanghai, China

**Evergreen Seedlings Compact Stock**  
Rhododendron Maximum Seedlings, 12 to 18 ins. per 1000, \$65.00; Juniperus Virginiana and Canadian Hemlock, 12 to 18 ins., per 1,000, \$45.00. Well packed. Cash please. Larger stock ask for carlot prices.  
**Rhododendron Supply Company**  
Doeville, Tenn.

# HILL'S EVERGREENS

Year after year an ever increasing number of nurserymen look to Hill's for their lining out Evergreens. You may depend upon it that the items shown on this page are exactly as represented; true to name, fully up to grade and of a quality which is sure to produce results for you.

If you have not already covered your Spring planting needs in Evergreens, by all means do not delay.. Fortunately our list is still complete so that we can take good care of your needs in a wide assortment of varieties.

Look over this list and send today for our complete Spring 1929 trade catalog.

## GRAFTED EVERGREENS FOR SPRING DELIVERY

	Per 100
Juniperus chinensis pyramidalis blue.....	\$85.00
Juniperus chinensis pyramidalis green.....	50.00
Juniperus sargentii green.....	50.00
Juniperus japonica.....	60.00
Juniperus japonica nana.....	75.00
Juniperus virginiana elegantissima.....	45.00
Juniperus virginiana glauca.....	45.00
Juniperus virginiana cannarti.....	45.00

## EVERGREENS FOR LINING OUT

	Each	Each	Each
	100	1000	10000
Abies balsamea.....	x 0-8 "	84c	71c
Abies balsamea macrocarpa.....	xx 0-8 "	10c	9c
Abies concolor.....	x 4-6 "	20c	19c
Abies concolor.....	x 0-8 "	30c	27c
Abies fraseri.....	xx 4-6 "	6c	5c
Abies velutina.....	xx 0-8 "	10c	9c
Cedrus deodara.....	o 4-6 "	6c	5c
Juniperus chinensis.....	o 0-8 "	84c	71c
Juniperus chinensis.....	xx 10-12 "	25c	24c
Juniperus chinensis pfitzeriana.....	x 4-6 "	14c	13c
Juniperus chinensis pfitzeriana.....	xx 8-10 "	25c	24c
Juniperus chinensis pfitzeriana.....	xx 10-12 "	30c	29c
Juniperus communis.....	o 0-8 "	31c	21c
Juniperus communis depressa.....	o 0-8 "	5c	4c
Juniperus communis depressa.....	xx 10-12 "	35c	30c
Juniperus communis depressa.....	xx 12-18 "	50c	45c
Juniperus communis hibernica.....	x 8-10 "	11c	10c
Juniperus communis hibernica.....	xx 0-8 "	20c	19c
Juniperus excelsa stricta.....	xx 0-8 "	20c	17c
Juniperus horizontalis douglasii.....	xx 0-8 "	20c	17c
Juniperus japonica.....	xx 8-10 "	25c	24c
Juniperus sabinna.....	xx 0-8 "	15c	14c
Juniperus sabinna.....	xx 10-12 "	40c	37c
Juniperus sabinna horizontalis.....	x 4-6 "	13c	12c
Juniperus scopulorum.....	o 0-8 "	8c	7c
Juniperus virginiana kosteri.....	xx 8-10 "	30c	27c
Larix europaea.....	o 8-10 "	3c	2c
Pachysandra terminalis.....	x 4-6 "	6c	4c
Picea canadensis.....	o 0-8 "	41c	31c
Picea canadensis.....	x 8-10 "	7c	6c
Picea canadensis.....	xx 10-12 "	10c	9c
Picea canadensis albertiana.....	xx 12-18 "	25c	24c
Picea excelsa.....	x 0-8 "	10c	9c
Picea excelsa.....	o 0-8 "	3c	1c
Picea excelsa.....	xx 8-10 "	91c	81c
Picea excelsa.....	xx 10-12 "	11c	10c
Picea excelsa.....	xx 12-18 "	161c	15c
Picea pungens.....	o 4-6 "	41c	31c
Picea pungens.....	x 8-10 "	13c	12c
Picea pungens.....	xx 10-12 "	16c	15c
Pinus mughus.....	x 4-6 "	11c	10c
Pinus mughus.....	xx 0-8 "	14c	13c
Pinus mughus.....	xx 8-10 "	37c	32c
Pinus nigra.....	o 4-6 "	31c	21c
Pinus nigra.....	x 0-8 "	6c	5c
Pinus nigra.....	x 8-10 "	7c	6c
Pinus nigra.....	xx 10-12 "	9c	8c
Pinus ponderosa scopulorum.....	o 8-10 "	31c	21c
Pinus ponderosa scopulorum.....	xx 8-10 "	8c	7c
Pinus strobus.....	o 0-8 "	31c	21c

o indicates seedlings. Each x indicates one transplanting. B&B signifies balled and burlapped. 50 of the same variety and size at 100 rate; 500 at 1000 rate. Send for new Spring trade list now ready. If you have not received our 1929 descriptive catalog, showing over 40 illustrations in natural colors, ask for a copy. One copy free, additional copies 50c each.

Pinus strobus.....	x 8-10 "	6c	5c
Pinus sylvestris.....	o 0-8 "	3c	1c
Pinus sylvestris.....	x 8-10 "	4c	3c
Pseudotsuga douglasii.....	o 4-6 "	41c	31c
Pseudotsuga douglasii.....	xx 8-10 "	15c	14c
Pseudotsuga douglasii.....	xx 10-12 "	20c	19c
Taxus cuspidata.....	o 4-6 "	10c	9c
Taxus cuspidata.....	x 4-6 "	20c	19c
Taxus cuspidata.....	xx 8-10 "	50c	45c
Taxus cuspidata nana.....	x 4-6 "	20c	19c
Thuja occidentalis.....	x 10-12 "	71c	61c
Thuja occidentalis.....	xx 12-18 "	20c	19c
Thuja occidentalis.....	xx 18-24 "	25c	24c
Thuja occidentalis douglasii aurea.....	xx 8-10 "	15c	14c
Thuja occidentalis douglasii aurea.....	xx 10-12 "	20c	19c
Thuja occidentalis douglasii pyramidalis.....	xx 0-8 "	15c	14c
Thuja occidentalis douglasii pyramidalis.....	xx 8-10 "	20c	19c
Thuja occidentalis globosa.....	x 4-6 "	8c	5c
Thuja occidentalis globosa.....	xx 8-10 "	12c	11c
Thuja occidentalis hoveyi.....	x 10-12 "	10c	9c
Thuja occidentalis hoveyi.....	xx 8-10 "	12c	11c
Thuja occidentalis little gem.....	xx 0-8 "	35c	30c
Thuja occidentalis lutea.....	xx 0-8 "	17c	16c
Thuja occidentalis pyramidalis.....	xx 10-12 "	15c	14c
Thuja occidentalis pyramidalis.....	xx 12-18 "	40c	37c
Thuja occidentalis pyramidalis.....	xx 18-24 "	50c	47c
Thuja occidentalis pyramidalis.....	xx 24-30 "	75c	70c
Thuja occidentalis recurva.....	xx 8-10 "	20c	19c
Thuja occidentalis rosenthalii.....	xx 0-8 "	20c	19c
Thuja occidentalis umbraculifera.....	xx 0-8 "	20c	19c
Thuja occidentalis vareana.....	xx 8-10 "	15c	14c
Thuja occidentalis woodwardii.....	xx 8-10 "	15c	14c
Thuja occidentalis woodwardii.....	xx 10-12 "	40c	37c
Tsuga canadensis.....	xx 4-6 "	131c	12c
Tsuga canadensis.....	xx 0-8 "	141c	15c
Tsuga canadensis.....	xx 10-12 "	40c	37c
Tsuga canadensis.....	xx 12-18 "	50c	47c

## ASSORTED BIOTAS

These trees have been transplanted once and are one year, much superior to new cuttings.

	Each	Each	Each
	100	1000	10000
Thujaorientalis conspicua.....	4-6 "	20c	12c
Thuja orientalis aurea nana.....	4-6 "	131c	121c
Thuja orientalis aurea nana.....	0-8 "	15c	14c
Thuja orientalis aurea nana.....	8-10 "	25c	24c
Thuja orientalis bonita.....	4-6 "	13c	12c
Thuja orientalis compacta.....	4-6 "	13c	12c
Thuja orientalis compacta.....	0-8 "	15c	14c
Thuja orientalis pyramidalis.....	0-8 "	15c	14c
Thuja orientalis pyramidalis.....	8-10 "	171c	161c
Thuja orientalis pyramidalis (Baker's).....	4-6 "	13c	12c
Thuja orientalis pyramidalis (Baker's).....	0-8 "	15c	14c
Thuja orientalis pyramidalis (Baker's).....	8-10 "	171c	161c

## THE LEADING DWARF EVERGREEN HILL MUGHO PINE

### Genuine True Dwarf Type

Always in good demand for high-class landscape work. Establish an ample supply of these desirable evergreens in your nursery this year. There is a heavy demand in all classes of trade for Mugho Pine. Here is your opportunity to purchase stock of the highest quality at new low prices.

All stock carefully dug, properly graded and guaranteed to be first-class in every way. Under favorable growing conditions, these trees will make salable plants for the retail trade in two years, when they will be worth from three to four dollars each.

Per 100 Per 1,000 Per 10,000  
4-6 inch xx, Twice Transplanted, 11c ea. 10c ea. 8c ea.  
6-8 inch xx, Twice Transplanted, 14c ea. 13c ea. 11c ea.

# D. HILL NURSERY Co.

EVERGREEN SPECIALISTS - LARGEST GROWERS IN AMERICA

BOX 402

DUNDEE ILL.



